

Welcome!

The Carolinas Healthcare Public Relations and Marketing Society invites you to join us as an annual sponsor, showcasing your organization to healthcare marketers, communicators, PR professionals, creatives, and strategists from across several states. Our sponsorship packages include visibility throughout the calendar year, with prominent visibility being at our premier event, our 2024 Annual Conference in Charleston, SC from November 20 - 22, 2024.

Who Should Participate?

If you would like to have your company and its services showcased in front of the leading hospitals, health systems, and healthcare organizations across the Carolinas, the CHPRMS Annual Conference is the place for you. Advertising and PR agencies, marketing consultants, digital firms, design companies, web developers, publication houses, media companies, payers, and promotional item vendors are all a good fit for CHPRMS' audience. CHPRMS attracts a powerful blend of marketing, PR, and communications professionals from large medical centers, academic institutions, regional hospitals, community hospitals, medical practices, and other healthcare organizations.

Conference Attendance

The 2023 conference in Asheville, NC, drew 150 attendees. It was one of our most successful conferences to date! A full attendee list is provided to all exhibitors and sponsors two weeks prior to the conference and one week post conference (to be sure all last-minute attendees are included). This list will include names, titles and email addresses for the exhibitors to use with limited restrictions.

Previous Attendees

- Abbeville Area Medical Center
- Appalachian Regional Healthcare System
- Atrium Health
- Atrium Wake Forest Baptist
- Carolina Complete Health
- Christiana Care Health System
- Cone Health
- Doshier Memorial Hospital
- ECU Health
- FirstHealth of the Carolinas
- Four Seasons, The Care You Trust
- Frye Regional Medical Center
- Graystone Eye
- Halifax Regional Medical Center
- Hampton Regional Medical Center
- Lexington Medical Center
- Lower Cape Fear LifeCare
- Maria Parham Health
- Mecklenburg Radiology Associates
- Medical University of South Carolina
- Mission Health
- NC Healthcare Association
- Novant Health
- OrthoCarolina
- Prisma Health
- Prisma Health—USC Medical Group
- Providence Anesthesiology Associates
- Roper St. Francis Healthcare
- SC Hospital Association
- Scotland Health Care System
- South Carolina AHEC
- Tidelands Health
- Trellis Supportive Care
- UNC Health
- Vidant Health
- Wellcare Health Plans, Inc.

Previous Sponsors

- 10X Digital
- Bluespire Marketing
- CaroNova
- Chernoff Newman
- Coffey Communications
- Compulse Integrated Marketing
- Core Health
- Corrigan Consulting
- DocASAP
- Doximity
- eruptr
- Eva Foussat Creative
- Feedback
- FITTS
- Full Media
- Gray Health Solutions
- Halo
- Healthgrades
- Infinity
- Jennings Healthcare Marketing
- Kyruus
- Lamar Advertising
- LHWH
- Luminosity Health
- MBC Media
- Med Maps
- MedTouch
- MobileSmith
- NRC Health
- Nucleus Medical Media
- Our State Magazine
- Promo Logic
- Reason One
- RedChoux Productions
- Spectrum Reach
- SPM Marketing
- The StayWell Company
- WebMD
- WLTX
- Xpressdocs

Conference Sponsorship Levels

Below are the available sponsorship levels. If you would like to combine or build on any of these opportunities, CHPRMS is happy to work with sponsors to create custom sponsorship experiences that match your goals and member interest. Please reach out if you'd like to discuss!

Platinum Sponsorship • \$5,500

ONLY 3 AVAILABLE

- Recognition as an annual platinum sponsor on the CHPRMS website
- Recognition as an annual platinum sponsor in the footer of all CHPRMS emails
- Highlight on all CHPRMS social media channels
- Listed in all annual conference materials as a platinum sponsor
- Name on all annual conference signage as a platinum sponsor
- Four complimentary registrations to attend the conference, including tickets to the Wallie Awards dinner (\$2800 value)
- Materials and promotional item included in conference bag
- Complete conference attendee list provided pre- and post-conference
- Complimentary one-year individual membership to CHPRMS

EXCLUSIVE TO THIS LEVEL ONLY:

- Opportunity to close out conference and draw prize giveaway on Friday
- Opportunity to welcome attendees during the conference on Wednesday, Thursday or Friday*

EXCLUSIVE TO HIGHER LEVELS, INCLUDING PLATINUM:

- Featured sponsorship of virtual education event leading up to the conference
- Opportunity to introduce a concurrent session at the annual conference*

OPTIONAL UPGRADES

- Taste of Charleston Host: Host a dine-around for hand-selected attendees on Wednesday evening of the conference (\$500)*
- Exhibitor Table: Reserve an exhibitor table space at our annual conference (\$500)
- Client Tickets: Purchase tickets for clients to attend with your company at an exclusive sponsor guest rate (\$500)

Gold Sponsorship • \$3,500

ONLY 4 AVAILABLE

- Recognition as an annual gold sponsor on the CHPRMS website
- Recognition as an annual gold sponsor in the footer of all CHPRMS emails
- Highlight on all CHPRMS social media channels
- Listed in all annual conference materials as a gold sponsor
- Name on all annual conference signage as a gold sponsor
- Two complimentary registrations to attend the conference, including tickets to the Wallie Awards dinner (\$1400 value)
- Materials and promotional item included in conference bag
- Complete conference attendee list provided pre- and post-conference
- Complimentary one-year individual membership to CHPRMS

EXCLUSIVE TO THIS LEVEL AND HIGHER

- Featured sponsorship of virtual education event leading up to the conference
- Opportunity to introduce a concurrent session at the annual conference*

OPTIONAL UPGRADES

- Taste of Charleston Host: Host a dine-around for hand-selected attendees on Wednesday evening of the conference (\$500)*
- Exhibitor Table: Reserve an exhibitor table space at our annual conference (\$500)
- Client Tickets: Purchase tickets for clients to attend with your company at an exclusive sponsor guest rate (\$500)

Silver Sponsorship • \$2,500

- Recognition as an annual silver sponsor on the CHPRMS website
- Recognition as an annual silver sponsor in the footer of all CHPRMS emails
- Highlight on all CHPRMS social media channels
- Listed in all annual conference materials as a silver sponsor
- Name on all annual conference signage as a silver sponsor
- One complimentary registration to attend the conference, including tickets to the Wallie Awards dinner (\$700 value)
- Materials and promotional item included in conference bag
- Complete conference attendee list provided pre- and post-conference
- Complimentary one-year individual membership to CHPRMS

EXCLUSIVE TO THIS LEVEL AND HIGHER

- Featured sponsorship of virtual education event leading up to the conference

OPTIONAL UPGRADES

- Taste of Charleston Host: Host a dine-around for hand-selected attendees on Wednesday evening of the conference (\$500)*
- Exhibitor Table: Reserve an exhibitor table space at our annual conference (\$500)
- Client Tickets: Purchase tickets for clients to attend with your company at an exclusive sponsor guest rate (\$500)

Bronze Sponsorship • \$1,500

- Recognition as an annual bronze sponsor on the CHPRMS website
- Recognition as an annual bronze sponsor in the footer of all CHPRMS emails
- Highlight on all CHPRMS social media channels
- Listed in all annual conference materials as a bronze sponsor
- Name on all annual conference signage as a bronze sponsor
- One complimentary registration to attend the conference, including tickets to the Wallie Awards dinner (\$700 value)
- Materials and promotional item included in conference bag
- Complete conference attendee list provided pre- and post-conference
- Complimentary one-year individual membership to CHPRMS

OPTIONAL UPGRADES

- Exhibitor Table: Reserve an exhibitor table space at our annual conference (\$500)
- Client Tickets: Purchase tickets for clients to attend with your company at an exclusive sponsor guest rate (\$500)

Annual Sponsor Add-On • \$500:

- Only available for Gold and above
- Logo displayed on website (with link) year-round
- Verbal recognition during all programming (one slide)
- Opportunity to provide 1-Minute company overview at one program annually

****Denotes opportunities that are first come, first served. Space will be granted in order of commitment.***

Specialty Sponsorship Levels

SOLD: Tech Sponsor • \$5,000

ONLY 1 AVAILABLE

- Highlight on all CHPRMS social media channels
- Listed in all annual conference materials as a platinum sponsor
- Name on all annual conference signage as a platinum sponsor
- Three complimentary registrations to attend the conference, including tickets to the Wallie Awards dinner (\$2800 value)
- Materials and promotional item included in conference bag
- Complete conference attendee list provided pre- and post-conference
- Complimentary one-year individual membership to CHPRMS

EXCLUSIVE TO THIS LEVEL ONLY:

- Logo placement on conference app, custom WiFi password for all attendees

EXCLUSIVE TO HIGHER LEVELS, INCLUDING PLATINUM:

- Featured sponsorship of virtual education event leading up to the conference
- Opportunity to introduce a concurrent session at the annual conference*

OPTIONAL UPGRADES

- Taste of Charleston Host: Host a dine-around for hand-selected attendees on Wednesday evening of the conference (\$500)*
- Exhibitor Table: Reserve an exhibitor table space at our annual conference (\$500)
- Client Tickets: Purchase tickets for clients to attend with your company at an exclusive sponsor guest rate (\$500)

Wallie Awards Sponsor • \$4,500

ONLY 1 AVAILABLE

- The Wallie Awards dinner is held on Thursday evening
- Listed in all 2023 conference written materials as the Wallie Awards sponsor
- Listed on CHPRMS website as the Wallie Awards sponsor
- Name on all conference signage as a Wallie Awards sponsor
- Two complimentary registrations to attend the conference, including tickets to the Wallie Awards dinner (\$1400 value)
- Materials and promotional item included at the Wallie reception or dinner
- Complete conference attendee list provided pre- and post-conference

- Complimentary one-year individual membership to CHPRMS
- Opportunity to welcome attendees at the beginning of the Wallie Awards dinner
- Opportunity for company representative to hand out awards
- Inclusion on all Wallie communications and portal with early commitment by June 30, 2023
- Logo on reception drink tickets
- Exclusive logo signage during event

Hospitality Sponsor • \$3,500

ONLY 1 AVAILABLE

- The hospitality space is open both Wednesday and Thursday evening.
- Listed in all 2023 conference written materials as the hospitality Sponsor
- Listed on CHPRMS website as the hospitality sponsor
- Name on all conference signage as the hospitality sponsor
- Two complimentary registrations to attend the conference, including tickets to the Wallie Awards dinner (\$1400 value)
- Materials and promotional item included in hospitality suite
- Complete conference attendee list provided pre- and post-conference
- Complimentary one-year individual membership to CHPRMS
- Exclusive logo in hospitality space
- Ability to customize the hospitality spaces in a various ways (signage, promotional items, specialty drinks, etc) for every night the hospitality space is open

Happy Hour Sponsor • \$3,000

ONLY 1 AVAILABLE

- The happy hour takes place Wednesday evening immediately after the close of the conference day and before the Taste of Asheville event
- Listed in all 2023 conference written materials as the happy hour sponsor
- Listed on CHPRMS website as the happy hour sponsor
- Name on all conference signage as the happy hour sponsor
- Two complimentary registrations to attend the conference, including tickets to the Wallie Awards dinner (\$1400 value)
- Complete conference attendee list provided pre- and post-conference
- Complimentary one-year individual membership to CHPRMS
- Exclusive logo in during the happy hour space

Meetup Sponsorship • \$3,000

- Highlight on all CHPRMS social media channels
- Listed in all annual conference materials as a bronze sponsor
- Name on all annual conference signage as a bronze sponsor
- One complimentary registration to attend the conference, including tickets to the Wallie Awards dinner (\$700 value)
- Materials and promotional item included in conference bag
- Complete conference attendee list provided pre- and post-conference
- Complimentary one-year individual membership to CHPRMS

EXCLUSIVE TO THIS LEVEL ONLY:

- Opportunity to introduce our meetup session and serve as facilitator

OPTIONAL UPGRADES

- Exhibitor Table: Reserve an exhibitor table space at our annual conference (\$500)
- Client Tickets: Purchase tickets for clients to attend with your company at an exclusive sponsor guest rate (\$500)

More Information

For more information on how to become a CHPRMS sponsor, please contact our sponsorship chair.

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